

ABOUT THEMBISILE DUDUZILE LESHABANE

Names: Thembisile Duduzile Mvimbi Leshabane

Known as: Dudu

Address: 16 Lanzerote

North Riding

Date of birth: 28/09/1972

Drivers License: Yes

Criminal Record: None

Languages: English, Zulu and Sesotho

MOTIVATION

I have almost 20 years experience in publishing – mainstream journalism and 15 years editing mostly woman’s titles, which gave me a full understanding of consumer (lifestyle, fashion and beauty) insights.

I have led big brands like True Love Magazine to achieve great success by producing a high quality and competitive brand that’s in tune with the target audience, creating creative visuals and relevant content that educates, entertains and engages readers.

Market and consumer analysis is my speciality, which allows me become responsive to the trends and come up with new ideas to bring tangible results.

I follow international trends with a strong focus to fashion and beauty. I also understand the market and how to interpret these especially beauty trends using articles, design and pictures.

I’m innovative and have experience to develop concepts and bring exciting and relevant creatives come to life – conceptualise, oversee up to the final stage under tight

deadlines and to prioritise the workload in accordance to the production schedule.

I have strong leadership qualities and have managed small to medium teams with the highest being 30 people and a few in satellite offices. I'm responsive to the ever-changing media landscape. I make decisions timeously and in a responsible manner.

Lastly I can work on Apple Mac, InDesign, Photoshop and Adobe Illustrator.

COMPETENCY SKILLS

Personal Development:

I have good interpersonal skills to work effectively in a team (whether small or large) and within the given resources. I develop high-performing people and teams through challenging and meaningful opportunities. I also develop good working relationships with key talent in the team and lead by example.

Leadership:

I have good interpersonal skills to work effectively in a team (whether small or large) and within the given resources. I'm a role model and embrace and recognise others' talents and their impact.

I have strong influence in stakeholders, clients, teams and individuals positively establishing confident relationships.

I have experience in managing and motivating a team and have the ability handle conflict among team members including setting up KPAs, measurable targets and recruiting new staff.

Performance:

I'm a problem solver and communicate well with the team,

stakeholders and management to deliver excellent client service.

I maximise results and drive high performance from people while fostering collaborations across businesses. I'm able to multi task and deliver to tight deadlines and manage time wisely.

Budget Management:

I'm trustworthy and uphold workplace ethics. I work within budgets: manage budget through accurate budget control and profitability management. I'm an expert in media and industry and knowledge.

Relationships:

I have built and maintained strong relationships with industry players: writers and industry players (bloggers, influencers and vloggers).

Maintain good working relationships across teams and stakeholders.

LITERACY SKILLS

- Good command in English (Spoken and Written)
- Excellent computer skills: Microsoft, InDesign CS6
- Google analytics (work in progress)
- Social media management
- Twitter and Facebook
- HR processes
- Web design (Work progress)
- Upload online content including video

WORK EXPERIENCE

COMPANY: True Love Magazine

Years: (August 2013 – August 2017)

Position: Editor

Reason for leaving: Personal

(I had a mutual agreement with the company due to family reasons)

Duties:

- Build and execute brand vision and innovation
- Develop and execute a clear vision
- Serve the needs of the target market on all platforms
- Create brand that is clearly communicated understood and supported by staff, stakeholders, users and advertisers
- Conceptualise and implement brand extensions
- Plan, commission, and schedule projects
- Brand management and alignment
- Build and manage relations with clients and other stakeholders
- Responsible for cooperation and maintain good working relationships
- Brand Innovation
Contribute to the development of the marketing plan
- Set up and manage staff KPAs
- Conceptualise promotions and events
- Drive subscriptions
- Attend industry events; conferences and seminars

Day-Day:

- Create style guide
- Analyse and interpret consumer trends
- Commission stories
- Rewrite articles to suit style
- Content guidance and management
- Conceptualise shoots and direction
- Creative direction at shoots
- Brief and direct writers, photographers,
- Drive art direction and designers
- Copy editing and proof reading

- Oversee and adhere to production deadlines
- Plan and manage book size
- Compile pagination
- Oversee overall design
- Sign off magazine before it goes to print

Digital:

- Create, plan, implement content strategy
- Develop a vision and guidelines for online media
- Grow site traffic and social network community
- Drive social media management
- Create and implement weekly and monthly content calendar
- Content Marketing

COMPANY: Real Magazine (Media 24)

Position: Editor

Years: (March 2010 – May 2013)

Reason for leaving: Magazine closed

Duties:

- Build and execute brand vision and innovation
- Develop and execute a clear vision
- Serve the needs of the target market
- Create brand that is clearly communicated understood and supported by staff stakeholders, users and advertisers
- Conceptualise and implement brand extensions
- Plan, commission, and schedule projects
- Brand management and alignment
- Responsible for cooperation and maintain good working relationships
- Build and manage relations with clients and other stakeholders
- Brand Innovation
- Analyse consumer trends
- Contribute to the development of the

- marketing plan
- Conceptualise promotions and events
- Drive subscriptions
- Attend industry events; conferences and seminars

Day-Day:

- Create style guide
- Staff Management
- Setting up staff KPAs
- Analyse and interpret consumer trends
- Commission stories
- Rewrite articles to suit style
- Content guidance and management
- Conceptualise shoots and direction
- Creative direction at shoots
- Brief and direct writers, photographers,
- Drive art direction and designers
- Copy editing and proof reading
- Oversee and adhere to production deadlines
- Plan and manage book size
- Compile pagination
- Oversee overall design
- Sign off magazine before it goes to print

COMPANY: *Thought 24*

Position: Deputy Editor

Years: (January 2008 – February 2010)

Reason for leaving: Promoted to Editor

Duties:

- Manage the day to day of the magazine
- Staff Performance
- Create style guide
- Commission articles
- Implement
- Rewrite articles to suit style
- Content guidance and management
- Creative (Design, photographs, shoots) direction and

management

- Brief and direct writers, photographers,
- Drive art direction and designers
- Copy editing and proof reading
- Oversee and adhere to production deadlines
- Plan and manage book size
- Compile pagination
- Oversee overall design
- Sign off magazine before it goes to print

COMPANY: True Love (Media 24)

Position: Features Editor

Years: (Sept 2004 – December 2007)

Reason for leaving: Head hunted

Duties:

- Create style guide
- Commission writers; photographers and freelancers
- Rewrite articles to suit style
- Content guidance and management
- Source pictures to go with articles
- Brief stylists and photographers,
- Drive art direction to designers
- Copy editing and proof reading
- Oversee and adhere to production deadlines
- Plan and manage book size
- Compile pagination
- Oversee overall design
- Sign off magazine

COMPANY: Sunday World (Avusa)

Position: Section Editor

Years: (April 2002 – Aug 2003)

Reasons for leaving: Section closed (Retrenched)

Duties:

- Commission features
- Manage department

- Brief in-house and freelance writers and photographers
- Rewrite articles to suit newspaper style
- Guide and mentor junior staff
- Source pictures to go with articles
- Brief photographers,
- Drive art direction to designers
- Copy editing and proof reading
- Oversee and adhere to production deadlines

COMPANY: Pace Magazine (Caxton)

Position: Assistant Editor (1999 - 2002)

Reason for leaving: Magazine closed

Duties:

- Manage the day to day of the magazine
- Staff Performance
- Create style guide
- Commission articles
- Implement
- Rewrite articles to suit style
- Content guidance and management
- Creative (Design, photographs, shoots) direction and management
- Brief and direct writers, photographers,
- Drive art direction and designers
- Copy editing and proof reading
- Oversee and adhere to production deadlines
- Plan and manage book size
- Compile pagination
- Oversee overall design
- Sign off magazine before it goes to print

COMPANY: Pace Magazine (Caxton)

Position: Lifestyle Editor

Years: (1996-1998)

Duties:

- Write fashion and beauty copy

- Coordination Shoots
- Brief stylists and photographer
- Directing shoots fashion/beauty and cover shoots
- Clients relations
- Commission photographers and stylists
- Attend industry events

COMPANY: Sowetan (Avusa)

Position: Junior Reporter (Intern)

Years: February 1996 – September 1996

Duties:

- Assisting several editors in the news room
- Developing news stories
- Following up on leads
- Attending press conferences
- Writing news stories

REFERENCES:

Kantha Govender (*Publishing Manager*):

Company: True Love Magazine

Contact: kantha.govender@media24.com

Charlene Beukes (*General Manager*)

Company: Huffington Post

Contact: cbeukes@media24.com